



The Safety Expressway

Kentucky highway fatalities decrease in 2008

The number of people killed on Kentucky's highways dropped to a seven-year low in 2008.

Transportation Cabinet records indicate there were 826 fatalities in Kentucky last year, the lowest total since 2000, when the death toll was 823. Fatalities declined for the third consecutive year in 2008.

"We are pleased to see another reduction in fatalities on Kentucky's roadways," said Transportation Secretary Joe Prather, the governor's designated highway safety representative. "However, one fatality is too many, and we look forward to a day when that number reaches zero."

Prather attributed the improvement to a number of factors, including the primary seat belt and improved graduated license law, increased education and enforcement campaigns and engineering safety improvements, such as wider shoulders and median cable barriers.

The Kentucky Office of Highway Safety coordinates statewide safety programs, including the annual "Click It or Ticket" seat belt campaign and "Over the Limit. Under Arrest" impaired driving campaign.

"We believe our educational efforts are strengthened by working closely with state and local law enforcement to promote our highway safety messages," said Chuck Geveden, executive director of the Office of Highway Safety. "The decrease shows we're moving in the right direction, yet improvement is still needed. Everyone must take responsibility and follow all traffic laws, such as wearing a seat belt, driving sober and obeying the speed limit."

Additionally, the Governor's Executive Committee on Highway Safety brings together safety organizations to develop, promote and implement strategies to improve safety along our highways. The committee focuses on certain emphasis areas, including impaired driving, seat belt usage, commercial vehicle safety, motorcycle safety and others.

"Safety is and will continue to be our No. 1 priority," Prather said. "By working together, we hope to see yet another decrease in fatalities in 2009."

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Highway Fatalities

2001	843
2002	915
2003	931
2004	964
2005	985
2006	913
2007	864
2008	826





Executive Director Chuck Geveden

Executive Director's Message

Springtime is finally here and with the status of our economy many of you are keeping your travels close to home. As you drive Kentucky's roadways, be aware of road construction and improvement projects. The recent enactment of the president's economic recovery package supports a great deal of highway repair and construction funding; therefore our legislature is currently utilizing the Road Plan to determine projects that qualify under the federal guidelines.

Something that goes hand-in-hand with construction season is work zone safety. This year marks the 10th anniversary of National Work Zone Safety Week, kicking off on April 6. We want drivers to look at the human side of the issue by promoting the theme "Please Slow Down. My Mom/Dad Works Here." The men and women working on our highways are real people with real families. Each year approximately 1,000 people are killed in work zones nationwide. Over 80 percent of those fatalities are motorists, not workers. Last year in Kentucky, three people died and 108 were injured in 465 work zone collisions.

It is our responsibility to make highway work zones as safe as possible. Here are the "Top 10" work zone safety tips:

1. Expect the unexpected.
2. Slow down.
3. Don't tailgate.
4. Pay attention to the signs.
5. Obey road crew flaggers.
6. Minimize distractions to stay alert.
7. Keep up with the traffic flow.
8. Be patient and calm.
9. Keep a safe distance between you and the car ahead.
10. Schedule enough time to get to your destination. Call 511 or visit www.511.ky.gov for traffic and travel information.



Chuck Geveden



Mark your calendars!

2009 Lifesavers Conference

April 27-29, 2009

Louisville Marriott Downtown

The Kentucky Lifesavers Highway Safety Conference will provide information on both successful programs and emerging issues to individuals who work to reduce fatalities and injuries on Kentucky's roadways and provide opportunities for networking, discussion, and information sharing.

<http://lifesavers.ky.gov/>

Teen parents learn about child seat safety

Nationally certified child passenger safety technicians with the Division of Highway Safety Programs recently visited Franklin County High School's Parents As Teachers (PAT) group to educate teenage parents about child passenger safety and safe driving habits.

Participants learned the basics of properly installing and using car seats, myths and facts about seat belt usage, updates on the graduated driver's license law, and the dangers of driving while impaired.

The mission of the PAT program, offered through the Youth Services Center and Americorps, is to provide the information, support and encouragement teen parents need to help their children develop optimally during the crucial early years of life.



Youth Service Center Coordinator Amy Nance (far right) and Frankfort Americorps Parent Educator Justin Delorenzo (far left) with members of the PAT program.

Statewide program targets drivers 55 and older



Lena Hatton, 93, attended the presentation in Frankfort. She no longer drives but says she never had a crash during her days behind the wheel.

The Office of Highway Safety is reaching out to educate drivers 55 and older about safety issues that can affect their age group.

The Division of Highway Safety Programs gave 13 mature driver presentations at senior citizens centers statewide in February. Presentations include a video, handouts, giveaway items and a question-and-answer session.

Driving ability varies for all ages. However, the AAA Foundation for Traffic Safety says that driving ability begins to deteriorate around age 55, and studies show the crash rate per mile driven rises steadily for drivers 65 and older.



Clarissa Hart, Office of Highway Safety coordinator, speaks with Marjorie Cave of Campbellsville. Marjorie came to the United States on the Queen Mary from Gloucester, England in 1946 after World War II. She says when she first arrived her biggest fear was learning to drive on the 'right' side of the road.

Drive Smart Kentucky Bear brings joy to hospitalized children on Christmas Eve



Keith Mueller, a Simpson County Foreman dressed as the Drive Smart Kentucky Bear, visited children in the Medical Center at Bowling Green on Christmas Eve. In years when state offices are open on Dec. 24, Mueller purchases teddy bears out of his own pocket to distribute to those who cannot be home for Christmas.

Thank you, Keith, for your kindness and generosity!

Keith Mueller as the Drive Smart Bear visits children, such as Joseph, in the hospital on Christmas Eve.

Kentucky selected as pilot state for model of strategic highway safety plan

Kentucky has been chosen to help develop a new model for improving highway safety across the nation. The state is one of nine that will participate in the Strategic Highway Safety Plan Implementation Process, an effort directed by the Federal Highway Safety Administration to reduce fatal and serious injury crashes.

“By participating in the implementation process, Kentucky will have direct input into refining the current model,” said Transportation Secretary Joe Prather, the governor’s designated highway safety representative. “We hope by contributing our knowledge and expertise in highway safety, all states will have a first-rate model to use in the near future.”

The data-driven, four- to five-year comprehensive plan integrates the four E’s of highway safety: engineering, education, enforcement and emergency response. The purpose is to identify key safety needs and guide investment decisions using input from federal, state, local and private sector stakeholders.

Boyd Sigler, director of the Kentucky Office of Highway Safety, Division of Highway Safety Programs, will represent Kentucky during the pilot process, from March through October 2009.

“Our division handles issues pertaining to the four E’s on a daily basis, allowing us to effectively evaluate the pros and cons of the current model,” said Sigler. “We hope by refining the plan, states will combine their resources to attain one common goal: reducing roadway fatalities and injuries nationwide.”

For more information visit <http://safety.fhwa.dot.gov/safetealu/shsppreview.htm#purpose>.

Highway safety partnership with UK continues

After sponsoring the Nov. 8 University of Kentucky football game against Georgia at Commonwealth Stadium, the Office of Highway Safety continued its partnership with Big Blue Sports Marketing by promoting highway safety at UK women’s and men’s basketball games.

Office mascots Vince and Larry (crash test dummies) and the Drive Smart Kentucky Bear joined other mascots, including Wildcat and Scratch, for a halftime game of five-on-five during the women’s match against Arkansas Jan. 11 at Memorial Coliseum. Additionally, a UK student demonstrated the fatal vision goggles which simulate impairment, by attempting to ‘walk the line’ on the floor at Rupp Arena during halftime of the men’s game Feb. 10 against Florida.



Coordinator Jack Hutchinson helps a UK student demonstrate the Fatal Vision goggles during the men’s basketball game Feb. 10.



Vince, Larry and the Drive Smart Bear pose with UK mascot Scratch before halftime of the women’s basketball game Jan. 11.



Vince dribbles down the court during the halftime game between mascots.



Incident Management

Highway incidents include crashes, disabled or abandoned vehicles, road debris, work zones and other emergencies. These often have substantial direct costs such as death, injury, and property damage. However, many motorists do not consider the impact of *secondary costs* such as traveler delay, reduced productivity, increased costs of goods and services, increased fuel consumption and air pollution, and secondary crashes.

What is Incident Management?

Maximizing safety while minimizing secondary costs through effective management of highway incidents.

What is the Incident Management Task Force?

The Incident Management Task Force (IMTF) consists of highway safety professionals from around Kentucky and functions under the authority of the Governor's Executive Committee on Highway Safety. The mission is to improve the safety of first responders and motorists, and reduce delays on our roadways by providing oversight and direction for Kentucky's Highway Incident Management Program.

What if I'm involved in an incident?

Kentucky has a Quick Clearance Law (KRS 189.580) meaning:

If you are involved in a crash:

- If no one is visibly injured, move the vehicle to the shoulder or off the interstate or parkway
- Call police
- Exchange information

If you have a disabled vehicle:

- Move the vehicle off the roadway if possible and stay in the vehicle
- Turn on emergency flashers
- Tie something white or bright to the antenna or window, or raise the hood, to request aid
- If unable to move the vehicle from the roadway, stand away from the vehicle

How do I safely pass an incident?

Kentucky has a Move Over Law (KRS 189.930) meaning:

When an emergency vehicle is stopped on the side of the road:

- Move to the next lane
- Slow down if changing lanes is not possible
- Use caution and watch for workers and/or emergency personnel
- Stay alert and minimize distractions



Emergency vehicles display yellow, red, red and white, red and blue, or blue lights. This includes police, fire, and EMS, as well as construction vehicles, tow trucks, and other public safety vehicles.



Secondary crashes, which occur as a result of a previous crash, account for 20% of all crashes. With vehicles traveling at highway speeds coming to an abrupt stop, not only is safety a concern at the scene, but also traffic back-up. Secondary crashes are often greater than that of the original incident.

The cost of traveler delay

According to the Federal Highway Administration (FHWA), traffic incidents cause 25% of congestion.

- **FACT:** Blocking one lane of a three-lane freeway reduces capacity by almost 50%.
- **FACT:** Five minutes of stopped traffic will cause a 15-minute delay in travel time.

Source: Incident Management Response Plan-Hampton Roads Area, Virginia

The cost of delays due to highway crashes is more significant than most people realize. Cost figures account for reduced productivity, increased cost of goods and services, and increased fuel consumption.

- **FACT:** Cost associated with a closure of one lane of interstate in Kentucky for 20 minutes = \$10,000.
- **FACT:** Total cost of Kentucky traveler delay in 2000 = \$25.6 Billion.

Source: LFUCG Incident Management Manual

The dangers in work zones



- **FACT:** In 2008 there were 465 collisions in work zones in Kentucky, resulting in 108 injuries and three fatalities.
- **FACT:** There is one work zone *fatality* every eight hours in the United States.
- **FACT:** There is one work zone *injury* every nine minutes in the United States.

Source: FHWA and CRASH

Need help? The SAFE Patrol is on its way!

To aid motorists, the SAFE (Safety Assistance for Freeway Emergencies) Patrol is operated on Kentucky Interstates and Parkways seven days a week. **Call 1-877-FOR-KYTC (1-877-367-5982).**

SAFE Patrol operators may provide gasoline, oil, add air to tires or change flat tires, provide a "jump" for dead batteries, and if necessary push vehicles off the roadway. Drivers also work to prevent traffic crashes by removing debris from the roadway and tagging abandoned cars. At the scene of a crash, drivers are trained in traffic flagging to assist in traffic management. For more information on the SAFE Patrol program, visit http://highwaysafety.ky.gov/safe_patrol.asp



See a road hazard? Report it!

You can now directly inform the Transportation Cabinet of highway hazards in your area. Call the Highway Hazard Hotline at **1-877-FOR-KYTC (1-877-367-5982)** with the location of the problem, name or number of the state highway, and either a milepoint or landmark. The hotline is answered 24 hours a day, seven days a week by Transportation Cabinet personnel and is available throughout the year.

Traffic and Travel information

Call **511** if in Kentucky or 1-866-737-3767 if calling from out-of-state. Information can also be found at <http://511.ky.gov>.



Traffic and Travel Info

For Additional Information:

- Advanced Regional Traffic Interactive Management & Information System: www.artimis.org
- Traffic Response and Incident Management Assisting the River Cities: www.trimarc.org
- Work Zone Safety (Federal Highway Administration): <http://safety.fhwa.dot.gov/wz/>

View Kentucky's Incident Management Strategic Plan at
http://highwaysafety.ky.gov/ea_incident_management.asp (under "Quick Links")

Congratulations to SAFE Patrol

In 2008, SAFE Patrol (Safety Assistance for Freeway Emergencies) logged more than 50,000 activities such as motorists assists, aiding at crash scenes, tagging abandoned vehicles, and removing debris. Thousands of comments have been received with glowing compliments about the program and dedicated crew members.

Mr. Haddix was extremely helpful, comforting, and courteous and professional. I will sing the praises of this program and all the people working to make it such a blessing and success. Thank you so much.

Thank you for the amazing service! We were so impressed with **Kelly's** professionalism. We are so thankful Kentucky offers this service. Thank you!

What a comfort to drive through Kentucky with individuals such as **Mr. McIntosh** providing such outstanding service. Very courteous and informative about local services available. At 69 years old he stayed until help arrived. Thank you Kentucky!

My thanks to **Clayton** for saving me on the interstates of America. He changed my tire and had me back on the road in minutes. This is a great program and service.

We appreciate the excellent service provided to us by **Jason**. He was very nice and helpful, and went out of his way to help us change our blown tire. This is excellent service provided by the state. Thank you, Jason!

SAFE Patrol numbers (Jan. 1 through Feb. 28)

Motorists Assists	550
Tagged Abandoned Vehicles	394
Traffic Control at Crash Scenes	63
General Stops	149
Medical Emergencies	1



511 aids motorists during winter storms



The Transportation Operations Center is housed within the Transportation Cabinet in Frankfort.

Road conditions are monitored statewide 24 hours a day at the Transportation Operations Center (TOC) in Frankfort by the Division of Incident Management, allowing the public to receive current travel information, including up-to-the-minute reports during times such as the recent treacherous winter storms.

When operators in the TOC receive reports from various agencies, details are entered in the Conditions Acquisition Reporting System (CARS) computer system. CARS then sends the information to the 511 telephone system and 511 web site. Additionally, it sends data to the kiosks at all rest areas and welcome centers.

Phone calls and web site hits to the 511 system served millions of motorists during the snow and ice storms in January and February. The days reaching the highest volume of calls and web site hits were Tuesday, Jan. 27 and Wednesday, Feb. 11 with a visitor repeat rate of approximately 20 percent.

The Division of Incident Management began upgrading the 511 system in October, utilizing advancements in technology to effectively provide current and accurate information to the traveling public. Evaluations and improvements continue to be made in order to provide the best product possible. If you have any comments or concerns on how the system is operating please contact William McLemore at William.McLemore@ky.gov or Jeff Bibb at Jeff.Bibb@ky.gov.

Highway safety office “Bowls for Kids’ Sake”

Personnel from the highway safety office recently participated in the Bowl for Kids’ Sake event in Frankfort to raise money for Big Brothers Big Sisters.



Branch Manager Dennis Gardner.



Administrative Specialist
Kristen Woods.



(Front row, l-r) James Gray, Billie Johnson, Kristen Woods. (Middle row) Boyd Sigler, Dennis Gardner, Therese Richerson, Brad Franklin. (Back row) Shane Ratliff, Chuck Geveden.

REMINDER TO LAW ENFORCEMENT

“Click It or Ticket” coming May 18-31, 2009

Maximum enforcement is needed! Kentucky’s seat belt usage rate is 73.3% - far below the national average of 83%.

Be sure to participate!





Spotlight Employees

Boyd Sigler, director of the Division of Highway Safety Programs, has 31 years of public service in highway safety within the Transportation Cabinet. His duties include extensive highway safety program management and coordination of a wide variety of teams and efforts with state and local law enforcement agencies, highway safety advocate groups, and private organizations.

During his career, Boyd aided in piloting the Drive Smart program in 1994, creating the Governor's Executive Committee on Highway Safety in 2004, and coordinating the last six annual Kentucky Lifesavers conferences.

Boyd is a member of many national highway safety organizations such as the American Association of State Highway Transportation Officials Standing Committee on Highway Traffic Safety, Transportation Research Board's National Committee on Transportation Safety Management, and serves with charter member status in the American Association of Transportation Safety Information Professionals. Statewide, he serves on the Board of Directors for the Crash Outcome Data Evaluation System and is a member of the Kentucky Integrated Core Injury Prevention and Control Project and the Kentucky Occupational Safety and Health consortium.

Highway safety is Boyd's passion. "My position has afforded me the privilege of not only increasing statewide awareness of our programs, but also helping to provide statistically significant reductions in fatalities and injuries on our roadways."

Boyd lives in Frankfort with his wife, Karen, and enjoys spending time with daughter Meagan, son Michael, and stepson Jonathan.



Division of Highway Safety Programs Director Boyd Sigler speaks at a press conference promoting Work Zone Safety.

Jeff Bibb, director of the Division of Incident Management, began his state government career in 1981 as a dispatcher with Vehicle Enforcement and worked his way up to become assistant director. Jeff transferred to the Department of Vehicle Regulation in 1999 to serve as staff assistant to the commissioner, where he remained for three years until being appointed director of the Drive Smart program. In 2004, Jeff transferred to the Division of Incident Management and held several positions within the Traffic Operations Center (TOC) and was chosen to lead the division in July 2008.



Division of Incident Management Director Jeff Bibb oversees the Transportation Operations Center.

As director, Jeff oversees the day-to-day operations of the TOC and Roadway Assistance branches, which includes the SAFE Patrol. Jeff has served on several state and national highway safety boards and committees throughout his tenure. Current appointments include co-chair of the Statewide Incident Management Task Force and member of the Board of Directors for Intelligent Transportation Systems (ITS) Midwest. Under Jeff's directions, SAFE Patrol received the 2008 ITS Midwest Project of the Year award in October and the 2008 Best of ITS Award for Innovative Practice in November.

Jeff has had many opportunities to broaden his career throughout the state, but has chosen to continue with the Transportation Cabinet because of the dedicated employees and relationships he has developed over the years. "It is an honor to support and work for a great group of people on a daily basis," says Jeff.

Jeff resides in Frankfort and has three children, Kyle, Andrea and Jordan. He enjoys playing golf and umpiring youth baseball in his spare time.

Upcoming campaigns

DATE(S)	CAMPAIGN	SPONSOR	WEBSITE
March	Middle School Month	SADD	www.sadd.org/calendar.htm
March 9-17	Buzzed Driving-St. Patrick's Day	NHTSA	www.stopimpaireddriving.org
April	Injury Prevention Month	NSC	www.nsc.org
April	Safe Prom and Graduation	SADD	www.sadd.org/calendar.htm
April 6-10	Work Zone Awareness Week	FHWA	http://safety.fhwa.dot.gov/wz

National news and reports

Cell phone use and driving garners national attention

http://www.nsc.org/news/cellphone_ban.aspx; <http://www.aaafoundation.org/pdf/CellPhonesandDrivingPR.pdf>

VA, DOT, DOD working to lower post-deployment crashes of combat veterans

<http://www1.va.gov/opa/pressrel/pressrelease.cfm?id=1643>

Advocates for Highway and Auto Safety: 2009 roadmap to state highway safety laws

<http://saferoads.org/2009-roadmap-state-highway-safety-laws>

FHWA Office of Safety updated website-planner desk reference

http://safety.fhwa.dot.gov/state_programs/scp/

NHTSA offers new technical assistance for law enforcement

Roll call video on pedestrian safety laws: Call 202.366.1739 or visit <mms://trinilearn.wmod.llnwd.net/a607/o1/NHTSA/PedestrianSafety.wmv>

Older driver law enforcement course: Call 202.366.0932 or e-mail esther.wagner@dot.gov

NHTSA Study: Injuries and fatalities due to vehicle incidents off public highways

<http://www.nhtsa.gov/staticfiles/DOT/NHTSA/NCSA/Content/NITS/811085.pdf>

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